

IN THE CLAIMS

Claim 54 is amended herein. All pending claims and their present status are produced below.

1 to 11. (Canceled)

12. (Original) A computer-implemented method for capturing and presenting node sequence data, comprising:

receiving input designating a target path comprising a sequence of nodes, the target path further comprising at least one wild card;
retrieving, from a stored log, a plurality of records comprising node sequence data;
filtering the retrieved records to identify records corresponding to node sequences that match the target path; and
outputting a report based on the identified records.

13. (Original) The method of claim 12, wherein the node sequence data comprises website visitation path data, and wherein each node corresponds to at least one web page.

14. (Original) The method of claim 13, further comprising, prior to retrieving the plurality of records:

monitoring web page visits; and
storing, in the log, records representing the monitored web page visits.

15. (Original) The method of claim 12, wherein the target path comprises a node corresponding to an entry point.

16. (Original) The method of claim 12, wherein the target path comprises a node corresponding to an exit point.

17. (Original) The method of claim 12, wherein outputting the report comprises outputting a report indicating relative frequencies of occurrence of node sequences.

18. (Original) The method of claim 12, wherein outputting the report comprises outputting a report indicating relative frequencies of occurrence of node sequences that match the target path.

19. (Original) The method of claim 12, wherein outputting the report comprises outputting a graph including lines depicting node sequences, wherein a visual characteristic of the lines indicates relative frequency of occurrence of node sequences.

20. (Original) The method of claim 19, wherein the visual characteristic is thickness.

21. (Original) The method of claim 19, wherein the visual characteristic is color.

22 to 32. (Canceled)

33. (Original) A system for capturing and presenting node sequence data, comprising:

a log, for storing a plurality of records comprising node sequence data;

an input device, for receiving input designating a target path comprising a sequence of nodes, the target path further comprising at least one wild card;

a path analysis module, coupled to the log and to the input device, for retrieving records and for filtering the retrieved records to identify records corresponding to node sequences that match the target path; and

an output device, coupled to the path analysis module, for outputting a report based on the identified records.

34. (Original) The system of claim 33, wherein the node sequence data comprises website visitation path data, and wherein each node corresponds to at least one web page.

35. (Original) The system of claim 34, further comprising:

a tracking server, coupled to the log, for monitoring web page visits and for transmitting a signal to the log to store records representing the monitored web page visits.

36. (Original) The system of claim 33, wherein the target path comprises a node corresponding to an entry point.

37. (Original) The system of claim 33, wherein the target path comprises a node corresponding to an exit point.

38. (Original) The system of claim 33, wherein the output device outputs a report indicating relative frequencies of occurrence of node sequences.

39. (Original) The system of claim 33, wherein the output device outputs a report indicating relative frequencies of occurrence of node sequences that match the target path.

40. (Original) The system of claim 33, wherein the report comprises a graph including lines depicting node sequences, wherein a visual characteristic of the lines indicates relative frequency of occurrence of node sequences.

41. (Original) The system of claim 40, wherein the visual characteristic is thickness.

42. (Original) The system of claim 40, wherein the visual characteristic is color.

43 to 53. (Canceled)

54. (Currently Amended) A computer program product for capturing and presenting node sequence data, comprising:

a computer-readable storage medium; and

computer program code, encoded on the medium, for:

receiving input designating a target path comprising a sequence of nodes,

the target path further comprising at least one wild card;

retrieving, from a stored log, a plurality of records comprising node sequence data;

filtering the retrieved records to identify records corresponding to node sequences that match the target path; and

outputting a report based on the identified records.

55. (Original) The computer program product of claim 54, wherein the node sequence data comprises website visitation path data, and wherein each node corresponds to at least one web page.

56. (Original) The computer program product of claim 55, further comprising computer program code, encoded on the medium, for, prior to retrieving the plurality of records:

- monitoring web page visits; and
- storing, in the log, records representing the monitored web page visits.

57. (Original) The computer program product of claim 54, wherein the target path comprises a node corresponding to an entry point.

58. (Original) The computer program product of claim 54, wherein the target path comprises a node corresponding to an exit point.

59. (Original) The computer program product of claim 54, wherein the computer program code for outputting the report comprises computer program code for outputting a report indicating relative frequencies of occurrence of node sequences.

60. (Original) The computer program product of claim 54, wherein the computer program code for outputting the report comprises computer program code for outputting a report indicating relative frequencies of occurrence of node sequences that match the target path.

61. (Original) The computer program product of claim 54, wherein the computer program code for outputting the report comprises computer program code for outputting a

graph including lines depicting node sequences, wherein a visual characteristic of the lines indicates relative frequency of occurrence of node sequences.

62. (Original) The computer program product of claim 61, wherein the visual characteristic is thickness.

63. (Original) The computer program product of claim 61, wherein the visual characteristic is color.